

1. Call to order
2. Approval of Minutes
3. Officers' Reports
  - Chairperson's Report
    - i. December Expenditures
  - Vice Chairperson's Report
4. Standing Committee Reports
5. Downtown Manager Updates
  - Events
  - Updates
6. Old Business
  - OTWBA Request
  - Chair Election
  - Vice-Chair Election
7. New Business
8. Public Comments
9. Adjournment Next meeting – The next OTDB meeting will take place **February 4<sup>th</sup>, 2016 at 5:30 p.m. in City Hall in the 4<sup>th</sup> Floor Exhibit Hall.**

**Attendees:** Board Members Scott Dawson (Chair), Cory Garman (Vice Chair), David Cavallaro, Beau Correll, Kathlene Courtney, Susan Drew, Mark Lore, Steve Maclin, Andrea Smith, Scott Spriggs and Downtown Manager Jennifer Bell. City Manager Eden Freeman. (Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

➤ **Approval of Minutes**

- Approval of previous meeting minutes – *Unanimously approved.*

➤ **Officers' Reports**

- Chairperson's Report – Scott Dawson
  - Expenditures Report – no comments.
  - Tourism Director, Justin Kerns – Executive Director of Winchester-Frederick County Convention and Visitors Bureau.
    - Presented on tourism moving forward and relationship with the downtown and its importance. Distributed handouts with statistics. 2014 Snapshot of tourism economic impact on city and county, including tourism tax relief. Would like to be a marketing engine that has a visitor's center. Marketing engine will drive people in, spend more nights and spend more money.
    - Questions: 1. Way finding signage updating is priority. Could it be a joint project with tourism? Do have directional signage to the downtown. Financially – maybe. Working on next year's budget. Look into collaboration. 2. Collaboration for meetings? Will form. Will be important to work together to not duplicate efforts.
  - Retreat Report – full report from VMS emailed out to board members. Follow-up meetings held to discuss priorities. Idea to hold a work session type meeting for all committees to run concurrently. 4-6 p.m. on the second Wednesday of the month. December 9 will be first meeting. No official business conducted. Planning and preparation. Presented OTDB 2016 Top Priorities on handout.
- Vice-Chairperson's Report – Cory Garman - Nothing to report

➤ **Standing Committee Reports**

- Economic Vitality
  - Greatness Program – Scott Dawson met with OTWBA. Interested in being more involved in Greatness Program 2.0. Direct stakeholder involvement. Goal of having program evaluation meeting next month. Presented Shopping Video and Dining Video. Used on social media, Google and Facebook. Check card delayed, but will be available soon. Radio ads changed for Plaid Friday and Shop Small Saturday. Also have video ad running at Carmike movie theater at the mall.
- Organization – Did not meet.
- Design – Did not meet.
- Promotions – Did not meet.

➤ **Downtown Manager's Updates** – Jennifer Bell

- Parking Elf program has started. Volunteers can still sign-up.
- Holiday Parade – Parks and Rec assisted. Lions Club volunteers. Rainy weather. About 500 people.
- OTW Shopping and Dining Guides are in. Volunteers needed to help deliver. Volunteers/assistance with design for next guide appreciated.
- Holiday Rack Cards distributed.
- Holiday Window Contest. Started by design committee several years ago. Need people to vote on the windows. Email votes to Jennifer by Sunday night/Monday morning. Will create certificates for the winners, issue press release, post to social media. Photos appreciated.

➤ **Old Business**

- 2016 Proposed Calendar of Events. Changes since last meeting. Feedback from Ad Hoc committee: wanted off-season, business inclusive events. Added a Celtic Fest on March 12, the Saturday before St. Patrick's Day. Octobeer Fest will be 3 days. Added Sunday. Removed 4<sup>th</sup> Friday Night Live. Task orders for all events emailed out. *Request motion to approve the proposed calendar of events for 2016. Susan Drew so moved. Seconded. Discussion regarding cultural events dates for non-city events, conflicts with other events. Motion passed unanimously 10/0.*

➤ **New Business**

- 2016 OTDB Meeting Schedule. *Request motion to approve the meeting schedule for next year. Scott Spriggs so moved. Seconded. No discussion. Motion passed unanimously 10/0.*
- Nomination of Chair and Vice Chair. Vote will be held in January. Steve Maclin nominated Scott Dawson as chair. *Seconded by Scott Spriggs. Third by David Cavallaro. Request for any other nominations. Andrea Smith asked Cory Garman if wanted to run. Cory indicated he would run for Vice Chair. Closed nominations. Open nominations for Vice Chair. Andrea Smith nominated Cory Garman. Request for any other nominations. Closed nominations.*
- Request from OTWBA. Ryan Hall, OTWBA president presented request.
  - Every year request funding for various items including Easter eggs. This year asking for additional funds for printing of posters for retail events, like the egg hunt, Spooktacular, and others. OTWBA will handle the design and distribution, just request help with the printing costs.
  - Requesting funds from the current budget year and next fiscal year. Funds would have to be reallocated from another budget item. Voted on budget for FY17 last month. Suggestion to discuss at next week's meeting and vote at January meeting. Ryan Hall invited to attend meeting.
    - Eden Freeman shared that the board would need to make a recommendation to her to do a budget transfer.
  - Table decision for the next meeting.

➤ **Public Comments**

- Christine Germeyer - OTWBA
  - OTWBA disappointed that the Welcome Center was not open on Plaid Friday and Shop Small Saturday. Saw huge numbers and had nowhere to send visitors for more information. David suggested that businesses send people to the hotel (George Washington). Lots of staff to assist and have brochures. Justin noted that the Winchester-Frederick County Visitor's Center is open 7 days a week. Question regarding use of volunteers and reestablishing volunteers at the Welcome Center.
  - Meters bagged way too early and barricades made it appear that the city was shut down for the parade. OTWBA commented that 9 a.m. too early for a 7 p.m. parade. Can look into started later, but also a staffing issue. Garages not restricted at all and any streets beyond the parade route not restricted.
  - First Night Winchester on December 31<sup>st</sup>. Window posters available.
- Eden Freeman – City Manager
  - After tonight, finalizing the annual city calendar. Will be sent out in the Winchester Star during the last week of December. Includes dates of meetings for boards and commissions as well as refuse schedule. Also available at City Hall and the visitor centers.
- Dario Savarese – Full Circle Marketing
  - Holly Jolly coming up on December 12, 11 a.m. – 6 p.m. Carolers, 2 carriages for rides 1-3 p.m., Santa's HQ at Godfrey Miller. Making updates on the website. Civic groups and charitable organizations will be participating as well.

***Motion to adjourn. Seconded. Unanimously approved. Adjournment 6:40 p.m.***

***Next meeting – Thursday, January 7, 2016 at 5:30 p.m. in City Hall on the 4<sup>th</sup> Floor Exhibit Hall.***

## December 2015 Expenditures

<b>Professional Services/Special Events (31-66)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
Monthly Retainer - December	\$74,532.00	\$6,249.00	\$39,223.17
W-33-15 Event Expenses		\$773.79	
<b>FYTD Account Total</b>	<b>\$199,536.00</b>	<b>\$7,022.79</b>	<b>\$78,682.30</b>

<b>Professional Services/Other (31-70)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
Web Content Management for November		\$450.00	
Promotions - Video Services		\$2,070.00	
<b>FYTD Account Total</b>	<b>\$8,135.00</b>	<b>\$2,520.00</b>	<b>\$3,450.00</b>

<b>Printing (35-01)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
10,000 Guides		\$2,917.00	
Promotions - Check Cards		\$277.85	
<b>FYTD Account Total</b>	<b>\$8,175.00</b>	<b>\$3,194.85</b>	<b>\$4,837.14</b>

<b>Local Media (36-01)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
Promotions - Facebook Online Ads		\$25.02	
Promotions - Facebook Online Ads		\$50.01	
Promotions - WINC Radio Ads - Nov.		\$1,000.00	
Promotions - iHeart Radio Ads Total Traffic - Nov.		\$350.00	
Promotions - iHeart Radio Ads - Nov.		\$506.00	
Promotions - iHeart Radio Banners - Nov.		\$144.00	
Promotions - Screenvision - Dec.		\$720.00	
Promotions - iHeart Radio Ads Total Traffic - Dec.		\$350.00	
Holiday Ads		\$339.00	
	<b>\$22,682.00</b>	<b>\$3,484.03</b>	<b>\$8,803.97</b>

<b>Postal Services (52-10)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
City Hall Postage Nov.		\$0.97	
FedEx Document Mailing		\$21.73	
<b>FYTD Account Total</b>	<b>\$500.00</b>	<b>\$22.70</b>	<b>\$471.43</b>

<b>Telecommunications (52-30)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
Work Cell Phone for November		\$42.74	
Domain Name Renewals		\$85.36	
<b>FYTD Account Total</b>	<b>\$600.00</b>	<b>\$128.10</b>	<b>\$209.05</b>

<b>Equipment (54-10)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
Restrooms for Holiday Parade		\$250.00	
<b>FYTD Account Total</b>	<b>\$120.00</b>	<b>\$250.00</b>	<b>-\$130.00</b>

<b>Membership &amp; Dues (58-10)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
Main Street Membership		\$350.00	
<b>FYTD Account Total</b>	<b>\$470.00</b>	<b>\$350.00</b>	<b>-\$5.00</b>

<b>Food &amp; Food Service (60-02)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
Retreat Lunch		\$300.00	
<b>FYTD Account Total</b>	<b>\$450.00</b>	<b>\$300.00</b>	<b>\$81.96</b>

<b>Books/Subscriptions (60-12)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
November Newsletter Program		\$14.00	
December Newsletter Program		\$14.00	
<b>FYTD Account Total</b>	<b>\$105.00</b>	<b>\$28.00</b>	<b>\$29.79</b>

<b>Other Operating Supplies (60-14)</b>	<b>Budgeted</b>	<b>December Expenditures</b>	<b>Current Balance</b>
Downtown Decorations		\$300.34	
Santa HQ/Parking Elf Candy Canes		\$30.00	
Santa Parade Supplies		\$24.00	
<b>FYTD Account Total</b>	<b>\$2,214.00</b>	<b>\$354.34</b>	<b>\$1,671.74</b>